

U.S. Army 2005 MWR Leisure Needs Survey Results

Area IV - Waegwan Korea

BRIEFING OUTLINE

Area IV - Waegwan

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

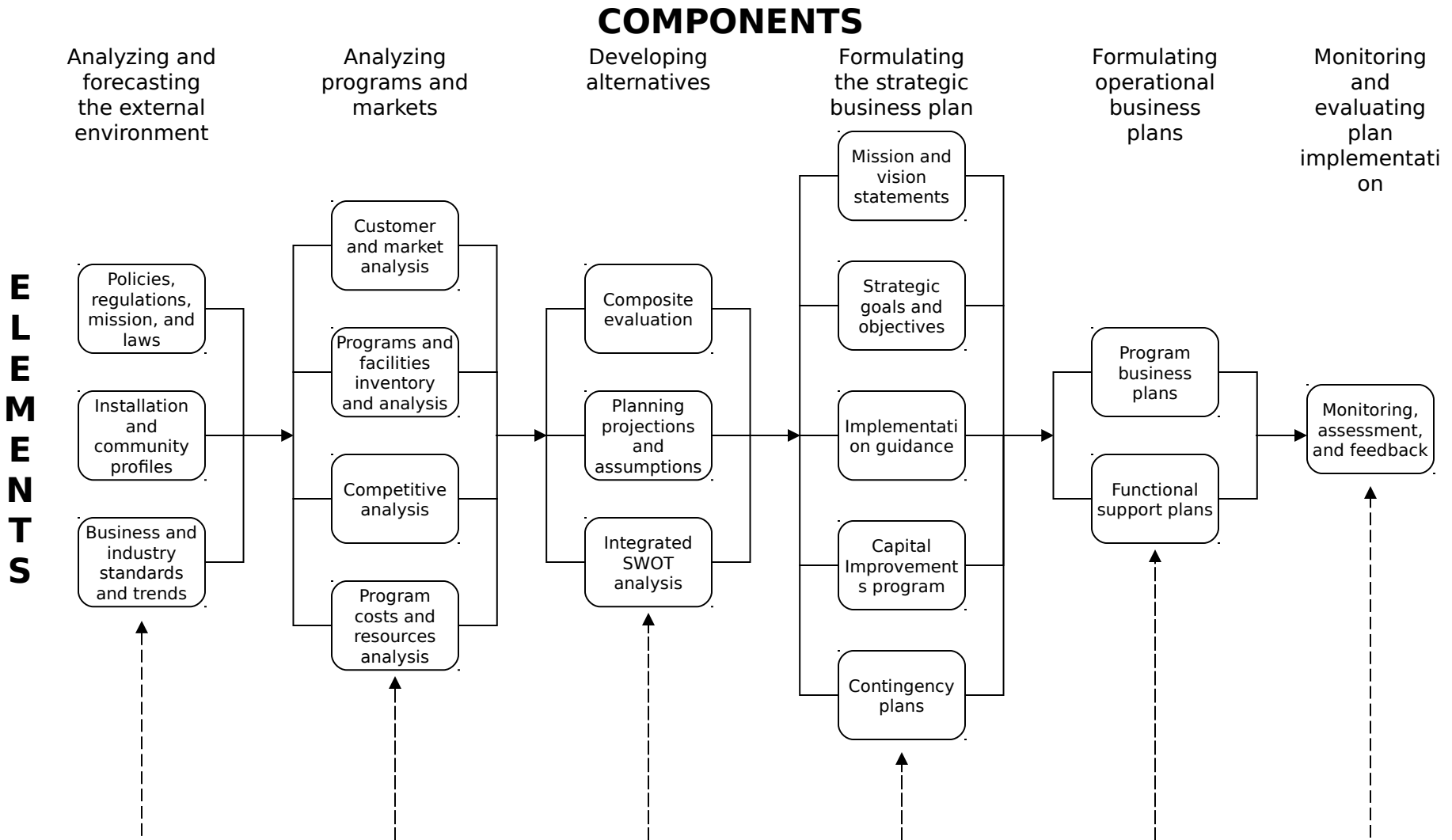
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

Area IV - Waegwan

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Area IV - Waegwan

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,193 surveys were distributed at Area IV - Waegwan



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

Area IV - Waegwan

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Area IV - Waegwan

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Area IV - Waegwan:					
Active Duty	1,266	950	163	17.16%	±7.16%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	282	243	42	17.28%	±13.95%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	1,548	1,193	205	17.18%	±6.38%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

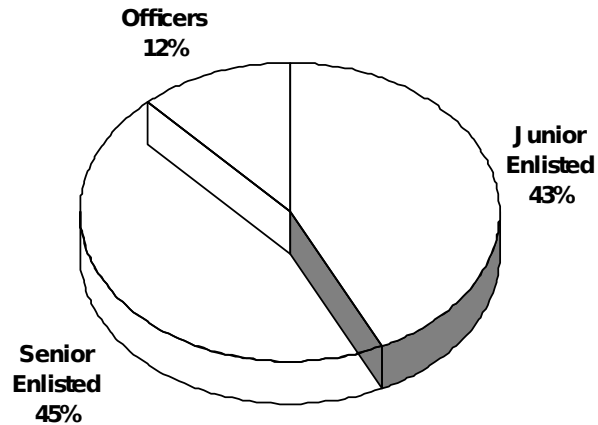
PATRON SAMPLE*

Area IV - Waegwan

RESPONDENT POPULATION SEGMENTS

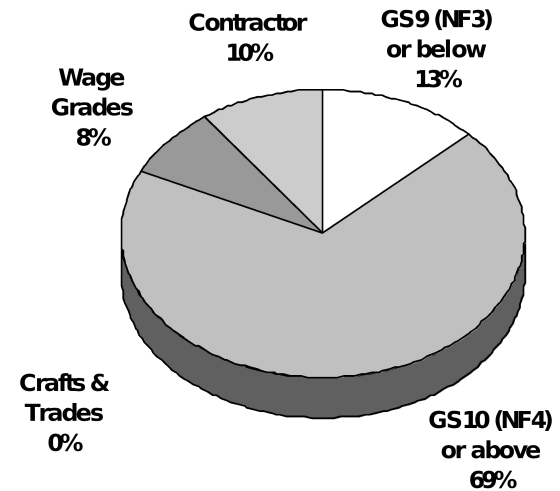
ACTIVE DUTY

(n = 157)



CIVILIANS

(n = 40)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Area IV - Waegwan

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT AREA IV - WAEGWAN

Area IV - Waegwan

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	89%
Recreation/Community Activity Ctr.	71%
Athletic Fields	63%
Swimming Pool	53%
Bowling Center	52%

LEAST FREQUENTLY USED FACILITIES

BOSS	21%
Bowling Food & Beverage	48%
Library	49%
Bowling Center	52%
Swimming Pool	53%

MWR PROGRAMS & FACILITIES: SATISFACTION AT AREA IV - WAEGWAN*

Area IV - Waegwan

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Fitness Center/Gymnasium	4.55
Swimming Pool	4.15
Recreation/Community Activity Ctr.	3.97
BOSS	3.71
Bowling Food & Beverage	3.67

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Athletic Fields	3.14
Bowling Center	3.39
Library	3.51
Bowling Food & Beverage	3.67
BOSS	3.71

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT AREA IV - WAEGWAN*

Area IV - Waegwan

FACILITIES WITH HIGHEST QUALITY RATINGS*

Fitness Center/Gymnasium	4.45
Swimming Pool	3.89
Recreation/Community Activity Ctr.	3.89
BOSS	3.65
Bowling Food & Beverage	3.53

FACILITIES WITH LOWEST QUALITY RATINGS*

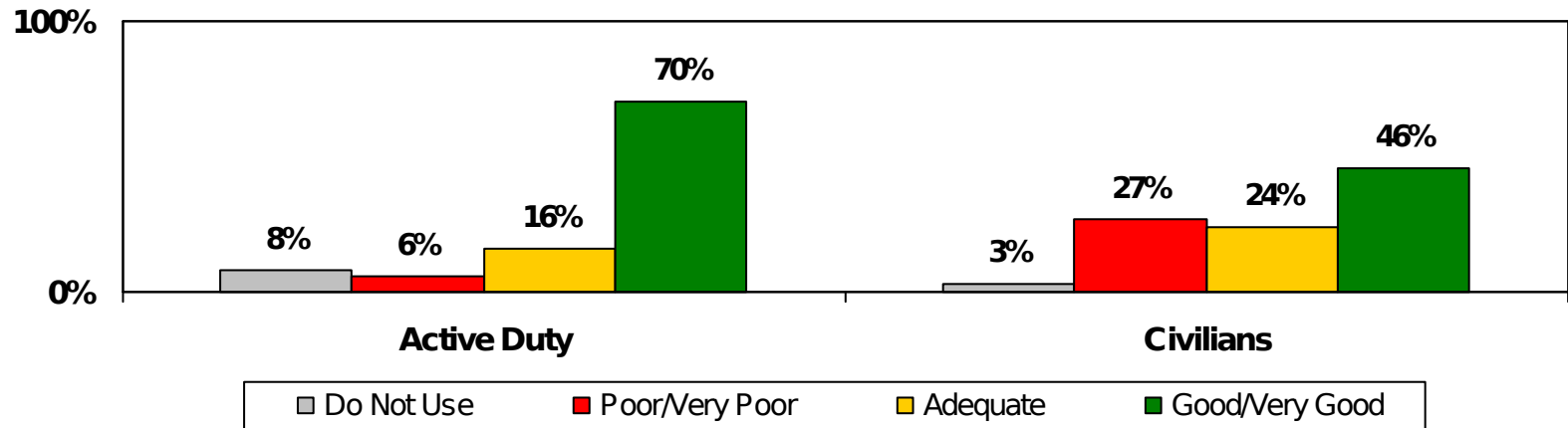
Athletic Fields	3.05
Bowling Center	3.39
Library	3.53
Bowling Food & Beverage	3.53
BOSS	3.65

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

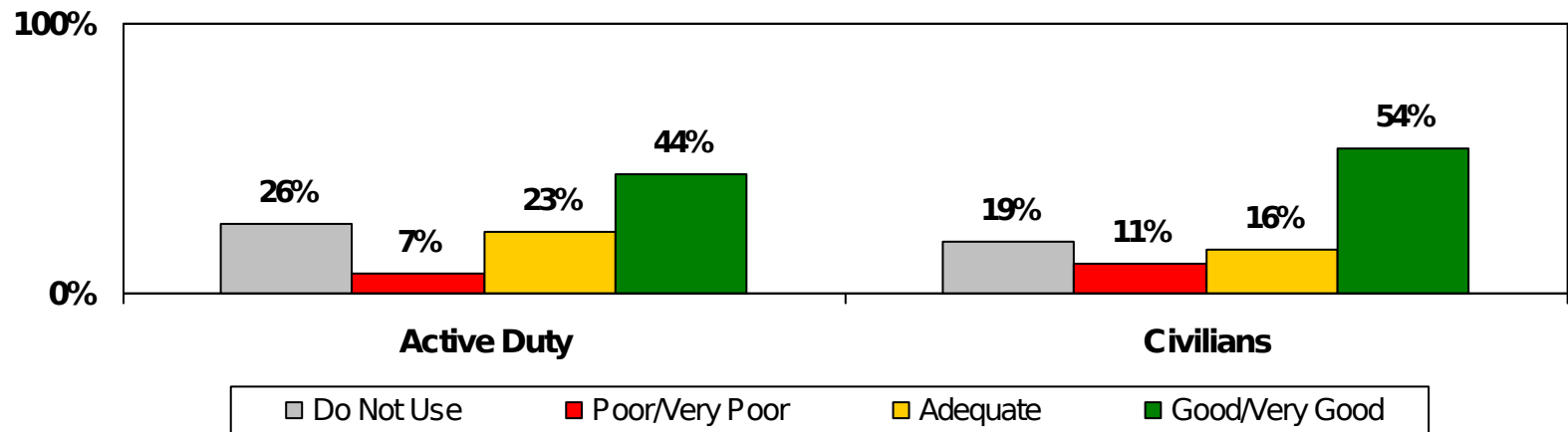
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Area IV - Waegwan

Quality of On-Post Services



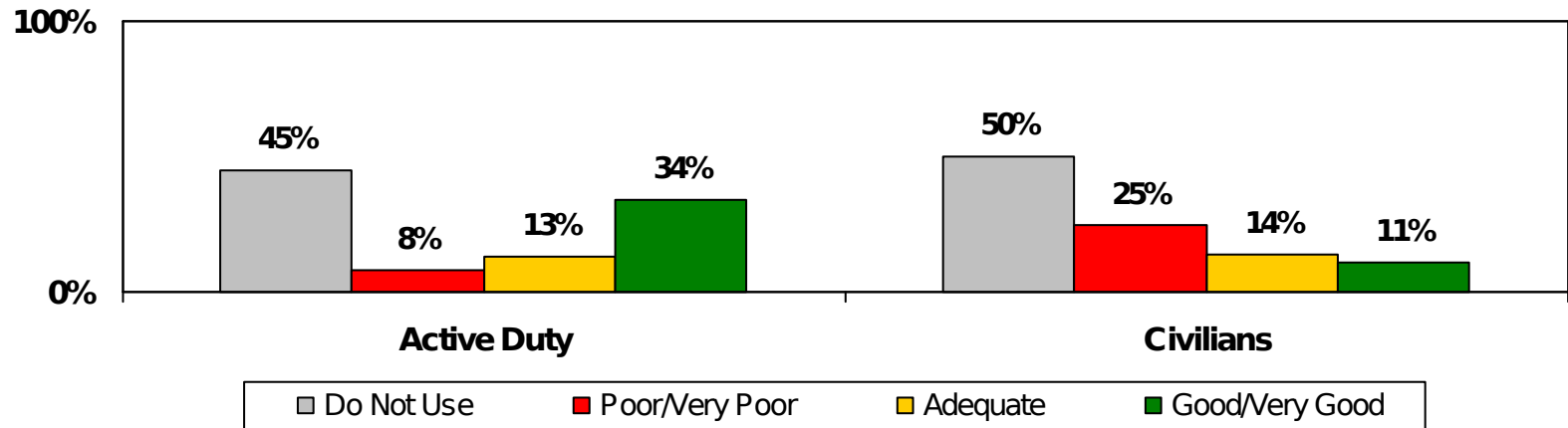
Quality of Off-Post Services



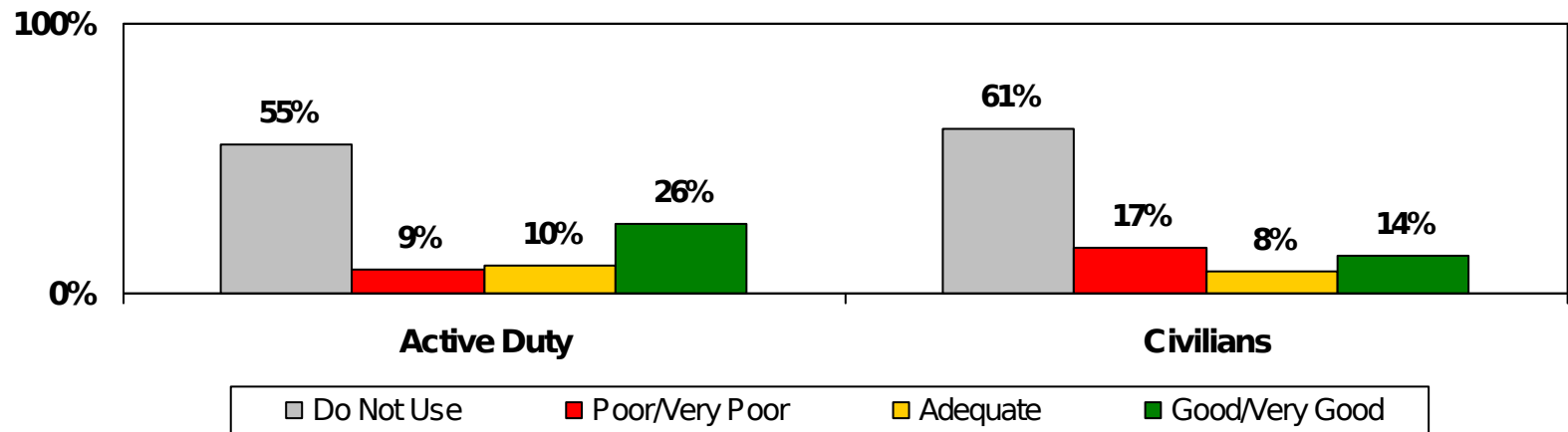
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Area IV - Waegwan

Quality of On-Post Services



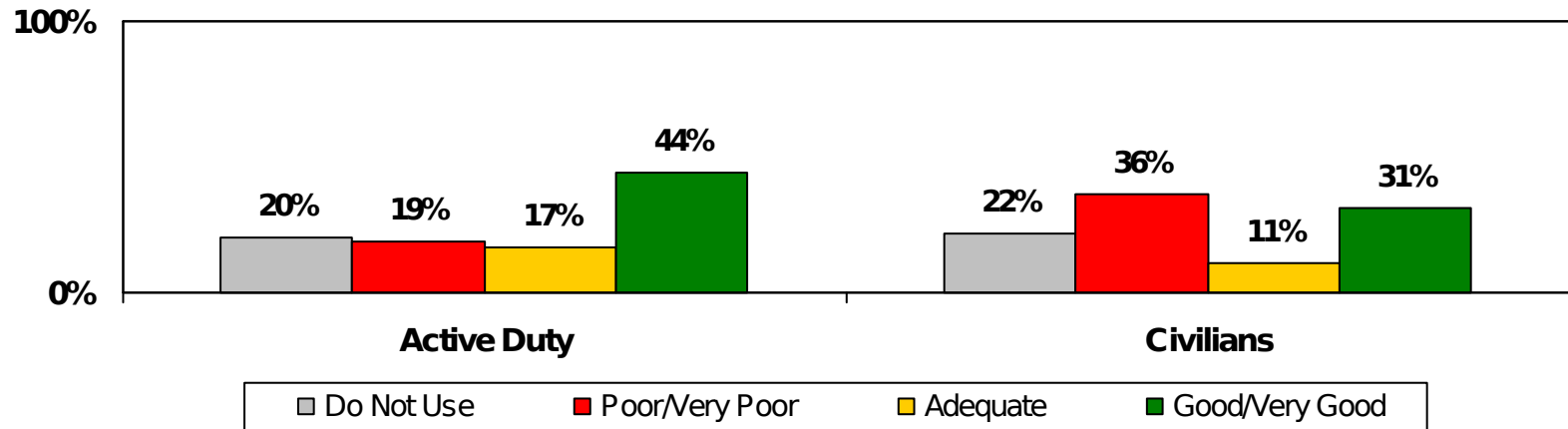
Quality of Off-Post Services



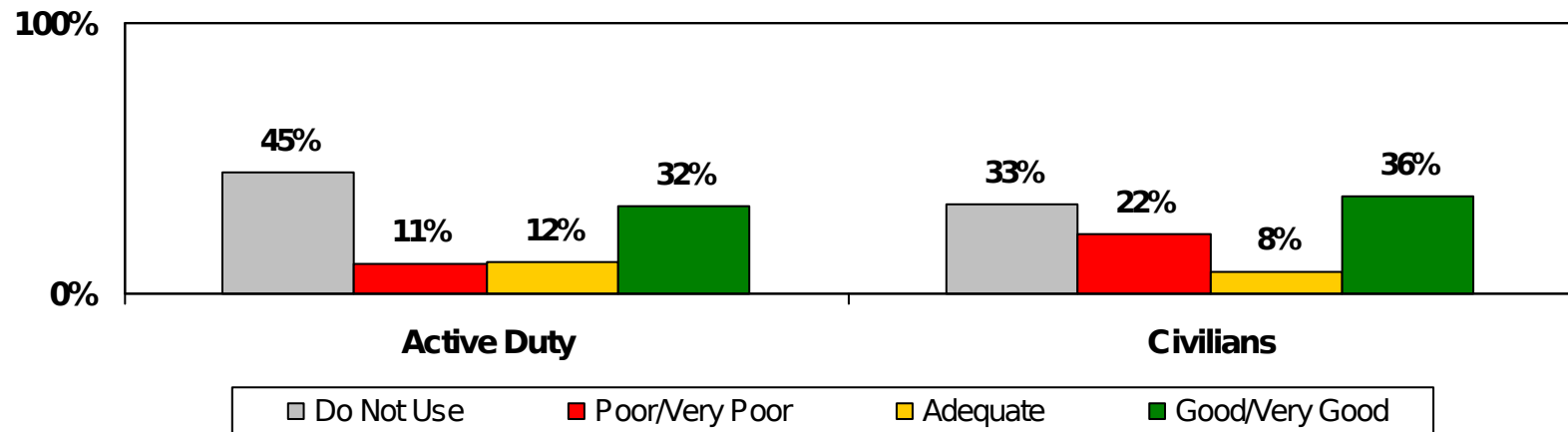
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Area IV - Waegwan

Quality of On-Post Services

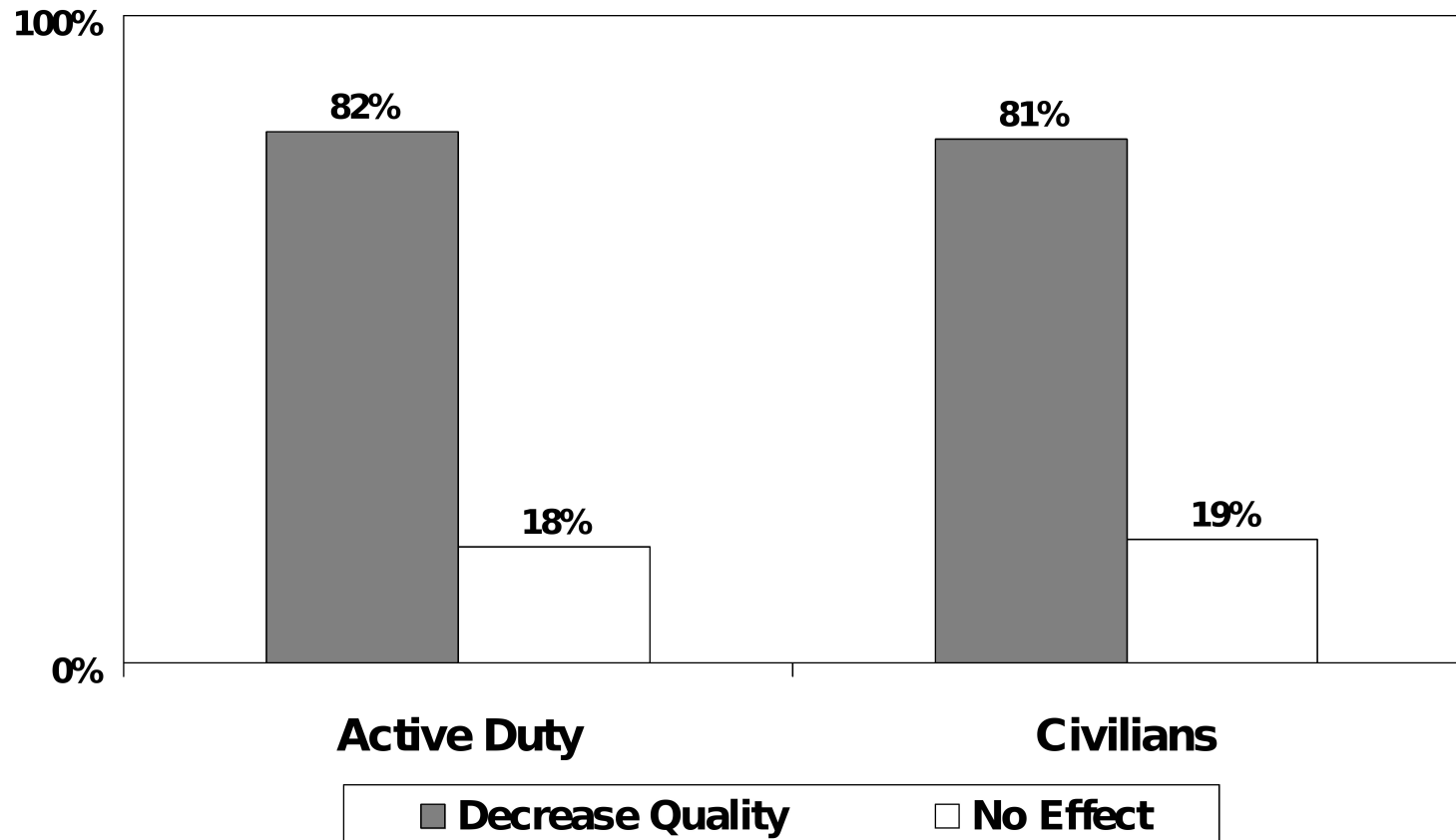


Quality of Off-Post Services



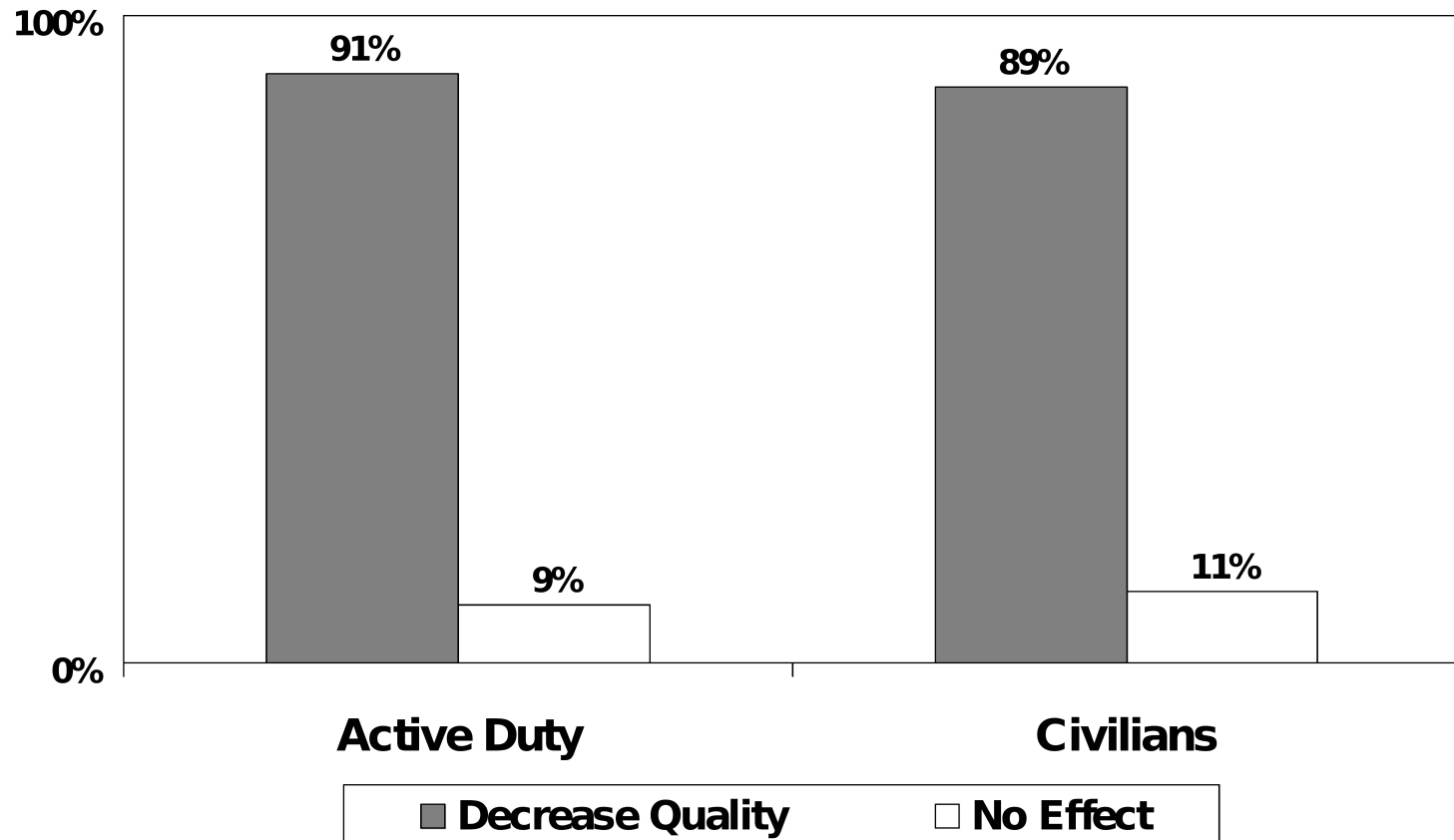
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area IV - Waegwan



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area IV - Waegwan



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Area IV - Waegwan

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	83%
Army Lodging	74%
Library	60%
Athletic Fields	59%
Swimming Pool	52%
Bowling Center	46%
BOSS	45%

RV Park	79%
Golf Course Pro Shop	62%
Golf Course	57%
Golf Course Food & Beverage	57%
Bowling Pro Shop	54%
Cabins & Campgrounds	52%
Arts & Crafts Center	49%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Area IV - Waegwan

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	16%	16%	16%
E-mail	28%	59%	34%
Friends and neighbors	45%	35%	44%
Family Readiness Groups (FRGs)	5%	0%	4%
Bulletin boards on post	53%	35%	50%
Post newspaper	24%	16%	23%
MWR publications	39%	38%	39%
Radio	23%	30%	24%
Television	26%	24%	25%
My child(ren) let(s) me know	1%	8%	2%
Other unit members or co-workers	36%	27%	34%
Unit or post commander or supervisor	24%	8%	21%
Marquees/billboards	18%	27%	20%
Flyers	40%	46%	41%
Other	10%	8%	10%
I never hear anything	4%	0%	3%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Area IV - Waegwan

MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	70%
Better Opportunities for Single Soldiers	54%
Army Community Service	51%
MWR Programs and Services	77%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Area IV - Waegwan

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	44%	84%	16%
Outreach programs	40%	70%	30%
Family Readiness Groups	50%	766%	34%
Relocation Readiness Program	56%	79%	21%
Family Advocacy Program	51%	75%	25%
Crisis intervention	41%	70%	30%
Money management classes, budgeting assistance	53%	74%	26%
Financial counseling, including tax assistance	55%	74%	26%
Consumer information	30%	67%	33%
Employment Readiness Program	37%	70%	30%
Foster child care	17%	54%	46%
Exceptional Family Member Program	37%	65%	35%
Army Family Team Building	35%	68%	32%
Army Family Action Plan	32%	67%	33%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

Area IV - Waegwan

POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	50%
Personal job performance/readiness	54%
Unit cohesion and teamwork	50%
Unit readiness	57%
Relationship with my spouse	41%
Relationship with my children	41%
My family's adjustment to Army life	39%
Family preparedness for deployments	45%
Ability to manage my finances	48%
Feeling that I am part of the military community	47%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

Area IV - Waegwan

POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	67%
Helps minimize lost duty/work time due to lack of child care/youth services	71%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	55%
Allows me to work outside my home	50%
Allows me to work at home	47%
Offers me an employment opportunity within the CYS program	57%
Allows me/my spouse to better concentrate on my/our job(s)	71%
Provides positive growth and development opportunities for my children	68%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

Area IV - Waegwan

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	50%
Personal job performance/readiness	51%
Unit cohesion and teamwork	51%
Unit readiness	52%
Ability to manage my finances	52%
Feeling that I am part of the military community	52%
Relationship with my children (single parents)	55%
My family's adjustment to Army life (single parents)	56%
Family preparedness for deployments (single parents)	57%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Area IV - Waegwan

Top 10 Leisure Activities for All Respondents

Night clubs/lounges	55%
Internet access/applications (home)	53%
Entertaining guests at home	50%
Internet access (library)	44%
Reading	41%
Happy hour/social hour	41%
Reference/research services	37%
Dancing	35%
Multi-media (videos, DVDs, CDs)	34%
Study/self development	34%

Top 5 for Active Duty

Night clubs/lounges	54%
Internet access/applications (home)	52%
Entertaining guests at home	48%
Internet access (library)	45%
Happy hour/social hour	40%

Top 5 for Civilians

Entertaining guests at home	61%
Night clubs/lounges	61%
Internet access/applications (home)	58%
Reading	55%
Happy hour/social hour	45%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Area IV - Waegwan

Team Sports

Basketball	33%
Softball	25%
Volleyball	21%
Touch/flag football	19%
Self-directed sports tournaments	18%

Outdoor Recreation

Camping/hiking/backpacking	19%
Bicycle riding/mountain biking	18%
Going to beaches/lakes	17%
Picnicking	17%
Fishing	11%

Social

Night clubs/lounges	55%
Entertaining guests at home	50%
Happy hour/social hour	41%
Dancing	35%
Specially arranged shopping trips	32%

Sports and Fitness

Walking	15%
Running/jogging	15%
Weight/strength training	13%
Bowling	8%
Golf	8%

Entertainment

Watching TV, videotapes, and DVDs	22%
Attending sports events	16%
Festivals/events	16%
Live entertainment	14%
Going to movie theaters	13%

Special Interests

Internet access/applications (home)	53%
Computer games	25%
Digital photography	18%
Automotive detailing/washing	13%
Automotive maintenance & repair	12%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Area IV - Waegwan

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	44%	N/A	44%
Reading	41%	N/A	41%
Reference/research services	37%	N/A	37%
Multi-media (videos, DVDs, CDs)	34%	N/A	34%
Study/self development	34%	N/A	34%
Basketball	32%	1%	33%
Softball	25%	1%	25%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

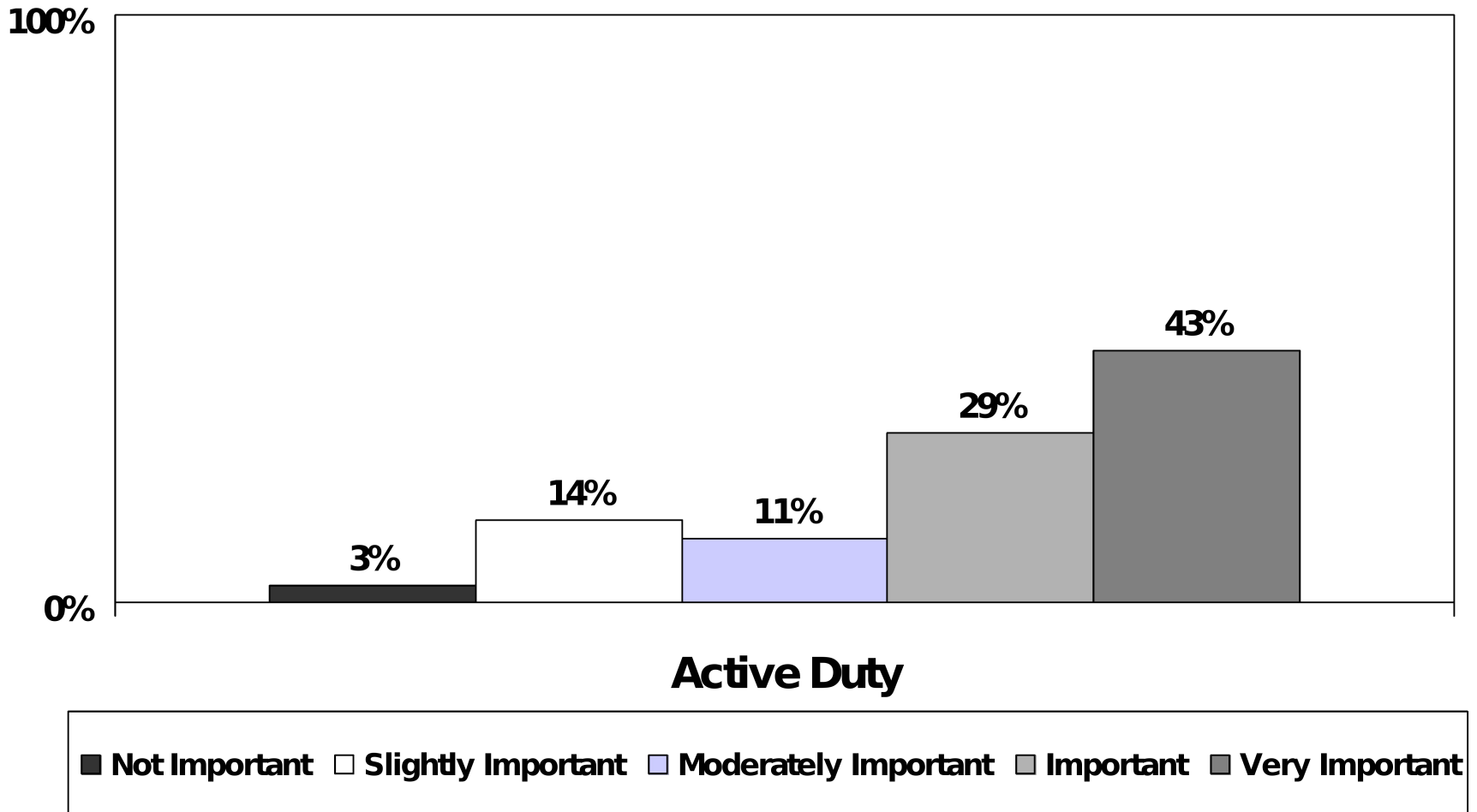
Area IV - Waegwan

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	20%	2%	30%	53%
Computer games	5%	0%	20%	25%
Digital photography	1%	7%	10%	18%
Automotive detailing/washing	7%	3%	4%	13%
Automotive maintenance & repair	6%	3%	4%	12%
Trips/touring	1%	8%	0%	9%
Computer graphics/design	1%	1%	6%	8%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

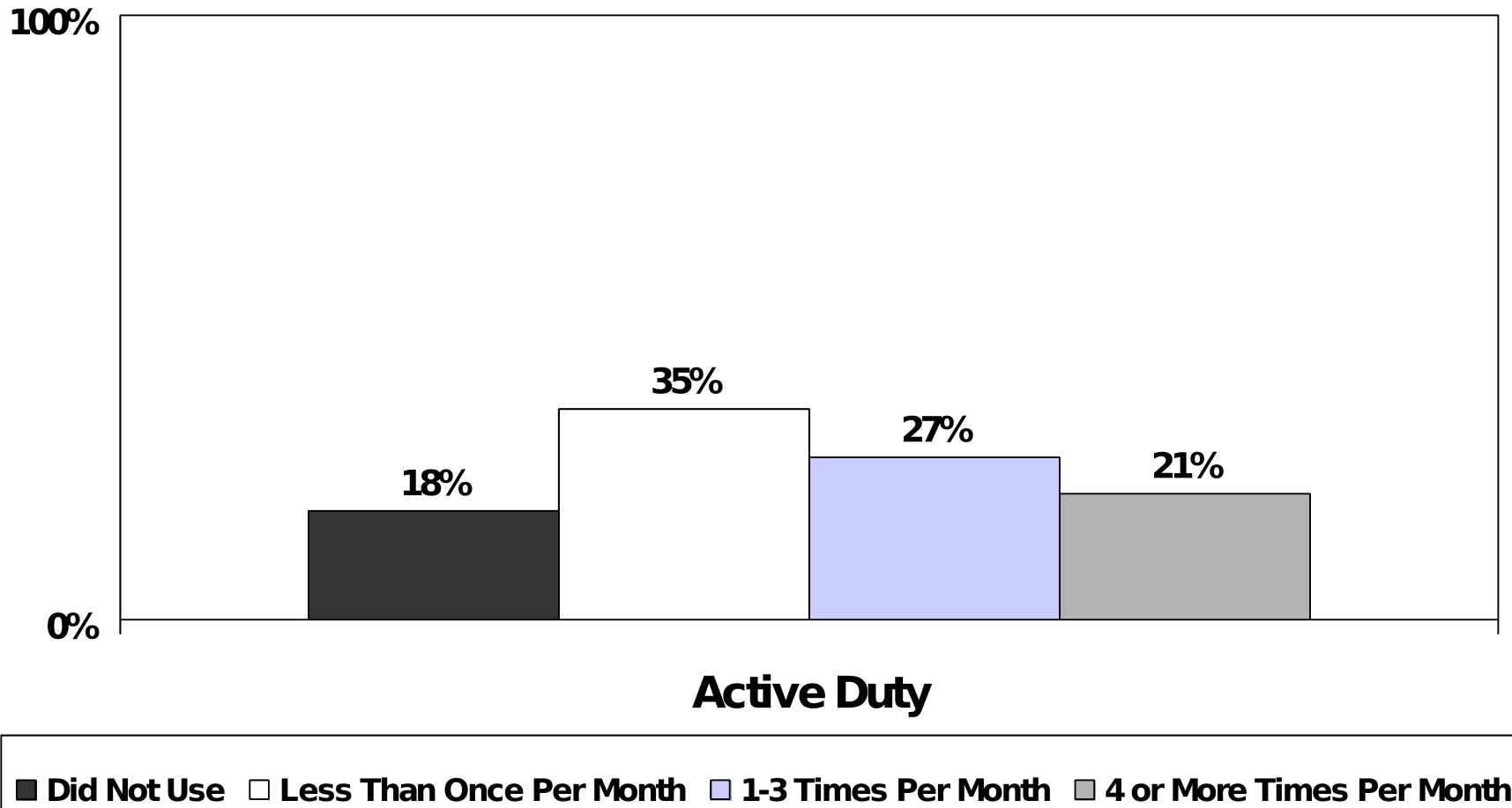
Area IV - Waegwan



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

Area IV - Waegwan

INSTALLATION



CAREER INTENTIONS: ACTIVE DUTY

Area IV - Waegwan

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	19%
Probably will not make military a career	8%
Undecided	25%
Probably will make military a career	17%
Definitely will make military a career	31%

NEXT STEPS

Area IV - Waegwan

▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)